

October 10, 2006



## M. Susan Lucchesi Named GM of Salem's NY Radio Stations

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SALM

NEW YORK--([BUSINESS WIRE](#))--Salem Communications Corporation (NASDAQ:SALM), a leading U.S. radio broadcaster, Internet content provider and magazine publisher targeting audiences interested in Christian- and family-themed content and conservative values, today announced the appointment of M. Susan Lucchesi as general manager of the New York cluster, WMCA 570 AM and WWDJ 970 AM, effective November 1. Vice President and NY General Manager Dave Armstrong will return to California to manage Salem's San Diego stations KPRZ 1210 AM and KCBQ 1170 AM.

Joe D. Davis, executive vice president and chief operating officer of Salem, said, "Susan Lucchesi brings an understanding of radio management and of the New York market that will be of immense benefit to our listeners and our ministry partners. She takes over stations that have experienced significant growth under the leadership of Dave Armstrong. Dave successfully ran Salem's Los Angeles cluster for 10 years, during which time the cluster grew substantially. We expect he will bring that same kind of creativity and drive to San Diego."

Lucchesi is a seasoned broadcast professional with experience in multiple formats and markets. Most recently she served as vice president and general manager for a six-station Cumulus cluster in Lake Charles, LA. She ran the Interstate Radio Network and Road Gang Radio Network out of Nashville, and also has managed for stations in Memphis now owned by Infinity and Entercom, Cumulus and Clear Channel stations in Nashville, as well as Clear Channel properties in New Orleans.

Her previous New York experience includes serving as marketing director for Media General Broadcast Services, now known as Horizon Media. Lucchesi then served as vice president of Marketing for Northstar Trade Corporation in Los Angeles before moving full time to the broadcast side of the business at WMC AM News/Talk now owned by Infinity Memphis. She holds a Bachelor of Arts in Marketing from University of Memphis.

Salem Communications Corporation (Nasdaq:SALM) is a leading U.S. radio broadcaster, Internet content provider and magazine publisher focused on Christian and family themes. In addition to its radio properties, Salem owns Salem Radio Network(R), which syndicates talk, news and music programming to approximately 2,000 affiliates; Salem Radio Representatives(TM), a national radio advertising sales force; Salem Web Network(TM), a leading Internet provider of Christian content and online streaming; and Salem

Publishing(TM), a leading publisher of Christian-themed magazines. Upon the close of all announced transactions, the company will own 99 radio stations, including 65 stations in 23 of the top 25 markets. Additional information about Salem may be accessed at the company's website, [www.salem.cc](http://www.salem.cc).

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